7 Testing with users

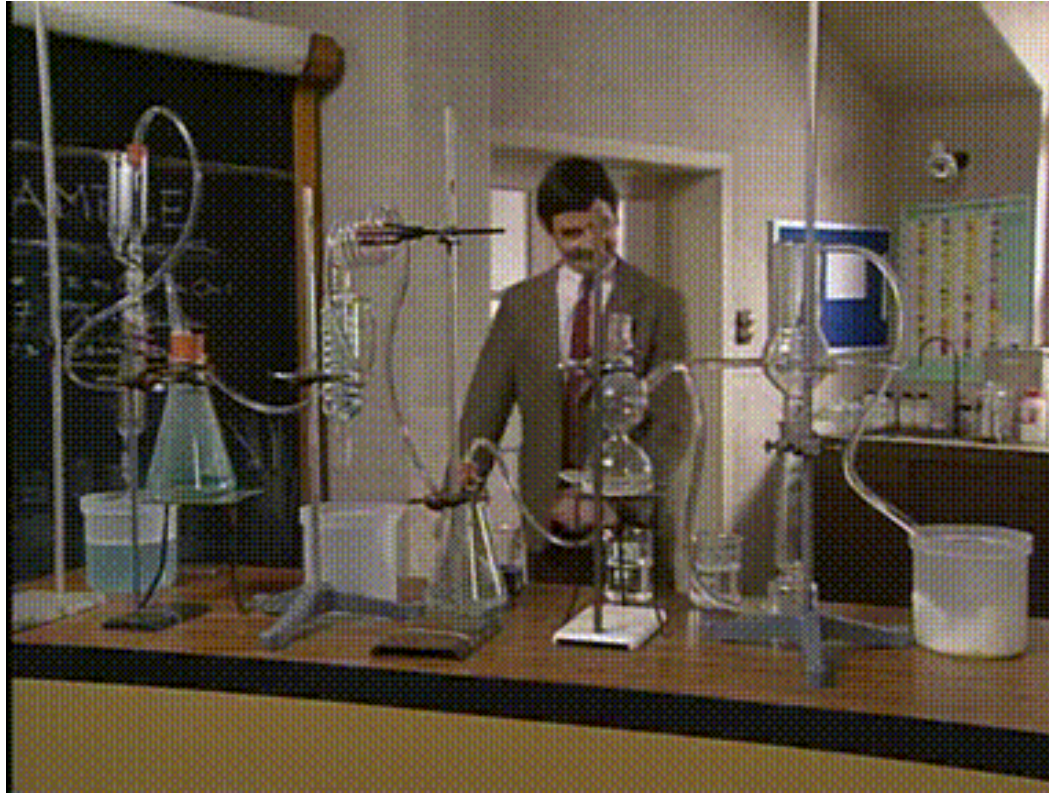**Test with users**

"The best tool for resolving disputes within a design team, for making design decisions based on data rather than opinion, is sitting next to someone who is a real person who wants to accomplish something as they use your design to do it."

  --Dana Chisnell, US Digital Service

Test with users

(Not Rocket Science)

Five Steps to Usability

1. Grab a **human.**

2. Set up to **see their screen** and hear them talk

3. Ask **what they expect** from the service.

4. Have them **actually try it** and narrate for you

5. **Zip your lip** and take notes

Test with users

Recruitment: Who is a good human to test with?

More Reliable results

- Team members.

- Friends, not on your team.

- People who fits your demographics.

- Target customers with recent experience in the problem space.

- Target customers with current needs.

- Target customer with a need <u>this hour</u>.

Test with users

Useful phrases: The Approach

- Hi, would you like to participate in a short study today to improve the City's customer service?

- I can offer you a $10 gift card for your help today.

- It won't take more than 20 minutes.

Test with users

Useful phrases: Instructions

- This isn't a test of you, it's a test of the system. There are no right or wrong answers.
- Positive and negative feedback is equally valuable
- Nothing you say is going to hurt my feelings
- Act as you would normally. One little thing I'd like you to do differently is talk aloud as you use this today
- Don't be offended if I don't answer your questions directly

Test with users

Useful phrases: What you're **allowed to say** during a user test

- Hmmm..Mmmmhhhhhmmmm

- Uh huh

- Sure, I hear you

- Ok. If I weren't here, what would you do next?

- You're doing great.

- DO NOT ASK LEADING QUESTIONS

Test with users

Except for when you want to **probe:**

- "Can you tell me a little more about that?"

- "When you did X a minute ago, can you tell me how you made that choice?"

- "Talk me through what happened there."

Test with users

Pro tips:

- Watch what they *do*, more than what they say
- Ask people to talk through what they're thinking/experiencing throughout

- Looks for pauses in action

- Identify things that trigger behaviors

- 'Work arounds' or adaptations when things aren't working

- Body language

Test with users

After every user test:

- 1-sentence description of the person (age, gender, ethnicity, occupation, neighborhood)

- #1 surprise (if applicable)

- Summary of 2-3 things they said

- Feedback on the service

  - Before (expectations from the service)

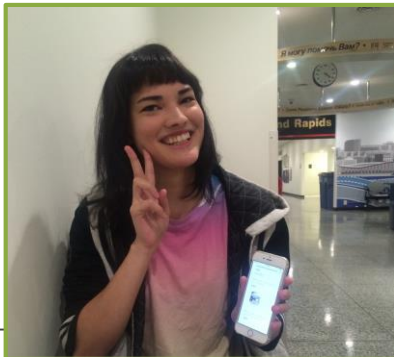 - During (feedback on content and transaction)

  - After (were you 2 hours satisfied?)

Test with users
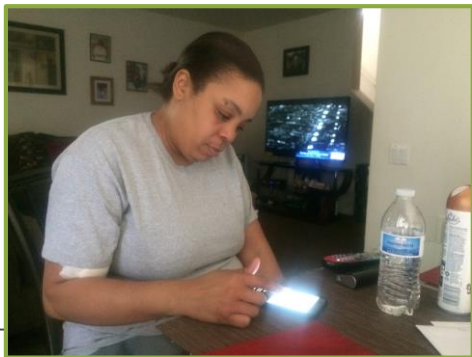
Name: Adrianna
Service: Pothole Damage Claim
Takeaways:

➔ "I prefer doing things on my phone."

➔ "Streets and Sanitation Dept? What's sanitation got to do with potholes? Why are they telling me that"

➔ "Oh, so I'm not eligible... Well you better be glad I didn't do that paperwork."

Name: Stephanie
Service: Start Water & Sewer Service
Takeaways:

➔ "I wish you had told me this is actually easier to do on mobile " (in reference to uploading versus taking a picture of her driver's license.

Name: Rosalynn
Service: Enroll in EZ Pay
Takeaways:

➔ "This is great. Paying my water bill is one of only a handful of things I still have to use a check for"

➔ "Paper statements? Why can't I just get my bill online too"

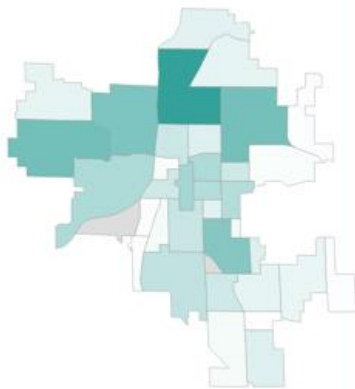➔ Next Step: Add signing up for e-services as next step in submission

ALWAYS BE TALKING TO USERS

7 **Test with users**
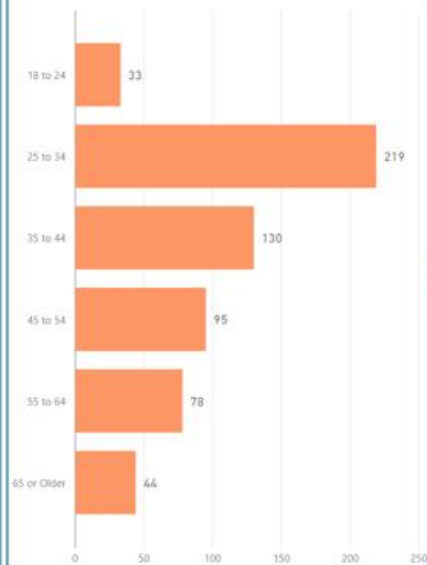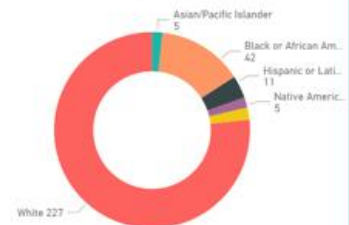
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- #1 surprise (if applicable)

- Summary of 2-3 things they said

- Feedback on the service
    - Before (expectations from the service)
    - During (feedback on content and transaction)
    - After (success? how satisfied?)

Old process

1. Policy
2. Process
3. System
4. Users
5. Stasis
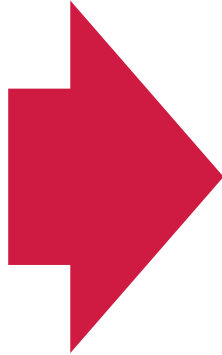
New Process

1. Users
2. Service (re)design
3. System development
4. Policy check
5. Feedback

Angles of Persuasion

➜Customer Service

➜Self Service

➜$$$$$

➜Professional development

➜Trust

➜Underserved/ Social Justice

Persuasion (aka how to win)

➔ Find your penguin

➔ Involve everyone in research

➔ Beware the 'swoop and poop'.

➔ Never miss a chance to concisely reiterate your vision and goal.

➔ Make scheduling work for you.